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CLAIMS

1) Interactive television process applicable to a system where at least one transmitting station transmits programmes to receivers, characterized in that it
5 comprises:

a) reception in one of said receivers, of a startup application (A2) and of a normal application (A3) and triggering of said startup application (A2) causing execution of steps b) to d) hereinbelow;

10 b) testing for the presence in a memory of said receiver of at least one file of additional data;

c) in the absence of said file of additional data in said memory, starting up of the normal application (A3);

15 d) if said file of additional data is present in said memory, starting up of an improved application (A4) using said file of additional data.

2) Interactive television process according to Claim 1, characterized in that, with said transmitting
20 station comprising at least one link for bilateral communication with said receivers, said process comprises the following prior steps:

e) reception of a message proposing loading of said file of additional data into said receiver;

25 f) acceptance or refusal by a user of said receiver, of the proposed loading;

g) in case of refusal, exiting from the present process;

30 h) in case of acceptance, automatic downloading of said file of additional data which is usable subsequently by said startup application (A2) into said receiver, via said bilateral communication link;

i) recording in said memory of said receiver, of said file of additional data.

3) Interactive television process according to Claim 2, characterized in that it comprises, before step f), the reception, by said receiver, of at least one cue regarding the contents of said file of additional data, said cue preferably being chosen from among a size, a subsequent date of use, a date of expiry or of validity of the additional data, a date on which the additional data will be used, a broadcasting channel which will use the additional data, and a downloading address.

4) Interactive television process according to one of Claims 2 and 3, characterized in that it comprises, before step h), a step in the course of which the user indicates a choice of immediate downloading or of deferred downloading of said file of additional data.

5) Interactive television process according to any one of Claims 2 to 4, characterized in that during step e), the reception of the proposal message is effected upon the reception of an application of the same type as the improved application (A4).

6) Interactive television process according to any one of the preceding claims, characterized in that said file of additional data contains an additional application.

7) Interactive television process according to any one of Claims 1 to 5, characterized in that during step a), said receiver also receives said improved application.

8) Interactive television process according to any one of the preceding claims, characterized in that it comprises a step of automatic erasing of the contents of said memory.

9) Interactive television process according to claim 8, characterized in that a date of erasure is

associated with said file of additional data and in that the erasure step comprises a periodic operation of reading this date and an erasure operation when this date is reached.

5 10) Interactive television process according to any one of the preceding claims, characterized in that said file of additional data contains data chosen from among at least a piece of software, video data, pictures, sound and a combination of these types of data.

10 11) Interactive television receiver comprising means for testing for the presence in a memory of said receiver, of at least one file of additional data, characterized in that it comprises:

- means of reception of a startup application
15 (A2) and of a normal application (A3),
- and means of starting up the normal application (A3) in the absence of said file of additional data in said memory and of starting up an improved application (A4) if said file of additional data is present in said
20 memory,

said receiver preferably being designed to implement an interactive television process in accordance with any one of the preceding claims.

25 12) Digital television terminal, characterized in that it comprises an interactive television receiver according to Claim 11.

13) Process for transmitting applications by a broadcasting station to interactive television receivers, characterized in that said applications comprise
30 a startup application (A2) and a normal application (A3), said startup application (A2) being intended to cause a test for the presence in a memory of at least one of said receivers, of at least one file of additional data, as well as to start up the normal application (A3) in the
35 absence of said file of additional data and to start up

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an improved application (A4) using said file of additional data if said file is present,

said transmitting process preferably being intended to implement said interactive television process
5 in accordance with any one of Claims 1 to 10.

14) Station for transmitting programmes to interactive television receivers, characterized in that it comprises means of production and of transmission of at least one message comprising a startup application
10 (A2) and a normal application (A3), said startup application (A2) being intended to cause a test for the presence in a memory of at least one of said receivers of at least one file of additional data, as well as to start up the normal application (A3) in the absence of said
15 file of additional data and to start up an improved application (A4) using said additional file if said file is present,

said transmitting station preferably being intended to implement the transmitting process according
20 to Claim 13.

15) Computer program product comprising program code instructions for the execution of the steps of the process according to any one of Claims 1 to 10 and 13 when said program is executed on a computer.